

**ON-LINE GROUP-BUYING SALE WITH INCREASED VALUE
SYSTEM, PROCESS AND ARTICLE OF MANUFACTURE**

5

ABSTRACT OF THE DISCLOSURE

10 In the definition of an on-line group-buying sale (122), a price of a featured item
may be specified as a fixed amount, such as \$25 per month. As indicated at (124), the
sale 122 has an increasing incentive as more buyers (104) join the sale. Buyers (104)
make offers as indicated at (126). As more buyers (104) make offers below a maximum
threshold, the on-line group-buying sale software (120) increases the incentive as
15 indicated at (128). At the conclusion of the sale (122), the on-line group-buying sale
software (120) confirms acceptance of all offers specifying an incentive at or below the
final, increased incentive in the sale (122), as indicated at (130). The modified pricing
on-line group-buying sale can be applied to a variety of featured items, such as long
distance calling plans, rebates for the purchase of an automobile, bank certificates of
20 deposit, or credit instruments, with an increasing number of free long distance minutes,
an increasing face value for the rebate, an increasing interest rate for the certificate of
deposit, or a lower interest rate for the credit instrument, as more buyers join the sale.